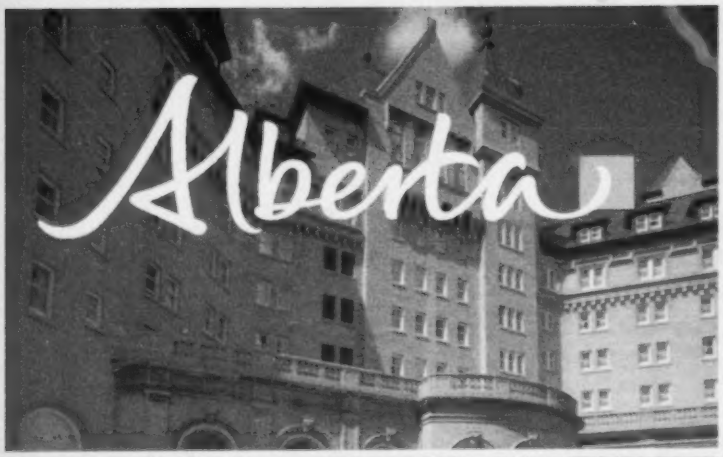

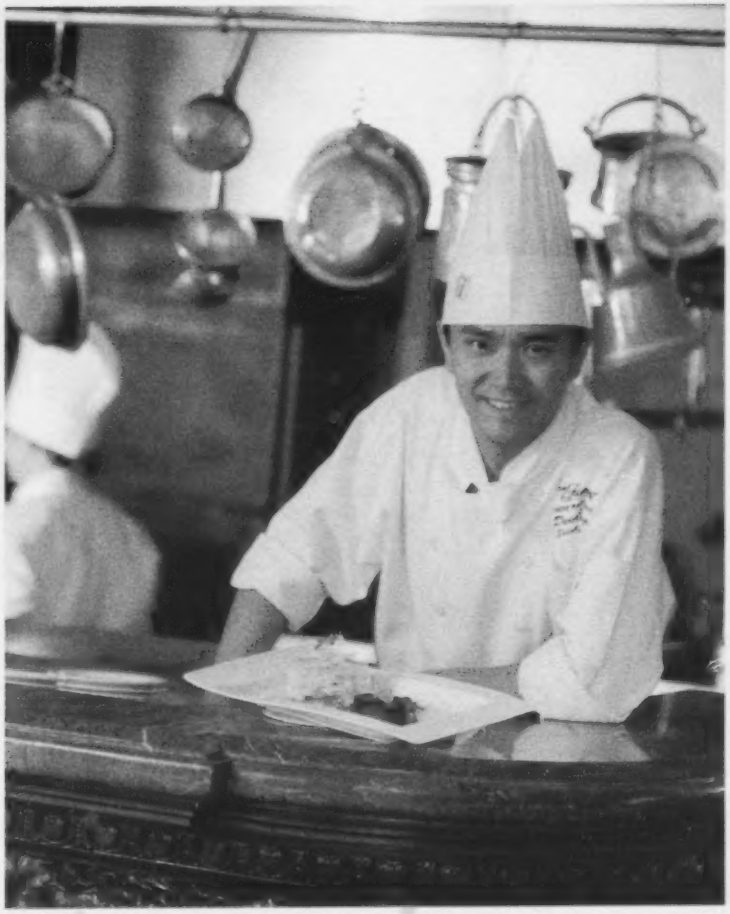

INDUSTRY PROFILES

Accommodation and Food Services Industry

July 2011

Government of Alberta
Employment and Immigration

Overview:

The Accommodation and Food Services industry[1] in Alberta includes establishments that:

- provide short-term lodging and complementary services (i.e. hotels, motor hotels, resorts, motels, bed and breakfast accommodation, housekeeping cottages and cabins, recreational vehicle parks and campgrounds and hunting and fishing camps); and
- prepare meals, snacks and beverages to customer order for immediate consumption on or off the premises.

Section A: Business Environment
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2. Industry Growth
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1. Occupational Information
2. Demographics: Age and Gender
3. Wages
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[1] North American Industry Classification System (NAICS) major group 72

Section A: Business Environment

1. 2010 Employment and Unemployment Numbers and Rates:

	Alberta	Accommodation and Food Services Industry
Employment	2,016,600	125,200
Percent employed in the industry		6.2%
Unemployment	140,700	8,900
Unemployment rate	6.5%	6.6%

Data Source: Labour Force Historical Review 2010, Statistics Canada

For more information on employment numbers or for a historical comparison, please go to the Labour Force Statistics[2] website or Statistics Canada[3].

2. Industry Growth:

- Employment in the Accommodation and Food Services industry is expected to grow on average 2.9% annually from 2010 to 2013.

For more information, see the *Alberta Modified Canadian Occupational Projection System (COPS) 2009 – 2013, Industry Employment Outlook*[4] online and the Alberta Learning Information Service (ALIS)[5] website's industry descriptions.

[2] See http://www.employment.alberta.ca/BI/67.html
[3] See http://www.statcan.gc.ca
[4] See http://www.employment.alberta.ca/documents/LMI/LMI-LMF_2009-13_cops.pdf
[5] See http://www.alis.alberta.ca

Trends and Outlook

According to Statistics Canada's National Economic Accounts, the Accommodation and Food Services industry accounted for 2.4% of Alberta's Gross Domestic Product in 2010, one-tenth of a percentage point higher than in 2009. Its contribution to total employment in the province declined from 7.0% in 2000 to 6.2% in 2010.

Employment in 2010 was 3.3% lower than its level in 2009. Over the last ten years, employment increased from 111,300 people in 2000 to 125,200 people in 2010.

According to *Alberta Occupational Demand Outlook 2011-2015*, employment growth in the following occupations is expected to exceed 2.7%, the average for all occupations: Chefs and cooks; Managers in food service and accommodation; and Food and beverage service. Demand for labour in Tour and recreational guides and casino operators occupations is expected to grow by less than this average.

3. Size of Businesses in Alberta and the Industry:

Establishment Size	Alberta Businesses		Accommodation and Food Services Businesses	
	Number of Employees	%*	Number of Employees	%*
Less than 20 employees	605,200	36.2%	49,400	42.8%
20 to 99 employees	565,800	33.8%	52,200	45.3%
100 to 500 employees	309,300	18.5%	9,900	8.6%
Over 500 employees	193,200	11.5%	3,800	3.3%

Data Source: Labour Force Historical Review 2010, Statistics Canada

* Percentages may not add up to 100 due to rounding.

Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the industry, except by coincidence.

Section B: Human Resources Profile

1. Occupational Information:

Some examples of occupations in the Accommodation and Food Services industry include:

- bartender;
- chef;
- hotel and motel desk clerk;
- restaurant manager;
- housekeeping attendant; and
- food service supervisor.

For a complete listing of all occupations related to this industry, as well as detailed information on education and skill requirements, visit the Alberta Occupational Profiles[6] website.

2. Demographics: Age and Gender:

According to the Labour Force Survey, the gender breakdown in the Accommodation and Food Services industry is as follows:

- women employed: 73,400 people, or 58.6%
- men employed: 51,800 people, or 41.4%

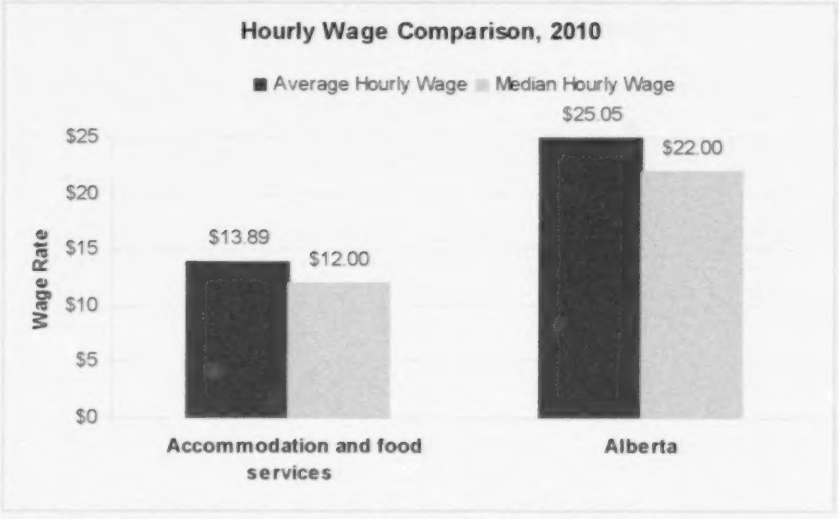
In Alberta, women accounted for 45.1% and men made up 54.9% of total employment.

Age Characteristics	Alberta Employees		Accommodation and Food Services Industry Employees	
	Number	%	Number	%
15-24 years	314,500	15.6%	47,600	38.0%
25-54 years	1,381,500	68.5%	67,600	54.0%
55 years and over	320,600	15.9%	10,000	8.0%

Data Source: Labour Force Historical Review 2010, Statistics Canada

[6] See http://www.alis.alberta.ca/occinfo

3. Wages:



Data Source: Labour Force Historical Review 2010, Statistics Canada
Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

Wage and Salary Information for Selected Occupations

Occupation	Average Hourly Wage			Average Annual Salary
	Starting Average	Overall Average	Top Average	
Restaurant manager	$ 15.32	$17.87	$ 21.32	$ 38,619
Hotel front desk clerk	$ 11.58	$ 12.80	$ 14.99	$ 24, 380
Chef	$ 15.15	$17.35	$ 22.01	$ 35,352
Bartender	$ 9.19	$ 9.59	$ 11.07	$ 13,704

Data Source: 2009 Alberta Wage and Salary Survey

For information on wages, refer to the WAGEinfo[7] website. For job descriptions, duties, skills and educational requirements of specific occupations in the Accommodation and Food Services industry, visit the ALIS[8] website.

[7] See http://www.alis.alberta.ca/wageinfo
[8] See http://www/alis.alberta.ca

Section C: Additional Information

Links to Selected Industry Associations:

- Alberta Hotel and Lodging Association
  (http://www.ahla.ca)
- Canadian Restaurant and Foodservices Association
  (http://www.crfa.ca)
- Travel Alberta
  (http://www.industry.travelalberta.com)
- Hotel Association of Canada
  (http://www.hotelassociation.ca)